AN AFFIRMATIVE MARKETING RESOLUTION of the Common Council of the City of Fort Wayne, Indiana, with respect to Fair and Open Housing Efforts.

WHEREAS, it is the declared policy of the City of Fort Wayne to promote and maintain within the territorial jurisdiction of the City and promote everywhere a housing market which is open to all persons seeking rental and owned housing throughout the community without regard to race, color, religion, sex, national origin, or handicap; and

WHEREAS, it has been discovered and determined that people of different race, color, religion, sex, national origin, and handicap living in peace and harmony is beneficial to the community; while the exclusion of persons according to race, color, religion, sex, national origin, or handicap, by total community or by neighborhood, would be a detriment deserving the full legal and programmatic opposition of the City of Fort Wayne; and

WHEREAS, it is the policy of the City of Fort Wayne that efforts to establish and maintain an open housing market require more than the enforcement of prohibitive Federal, State, and local laws but shall in no way promote or sanction any unlawful discrimination in the rental or sale of property against any person because of race, color, religion, sex, national origin, or handicap of said person, nor the application of any goals thereto; and

WHEREAS the national, regional, and local dual housing markets - one for whites and another for non-whites, separate and unequal - has an adverse effect on the creation and maintenance of an open housing market and makes affirmative marketing for such an open housing market necessary if the welfare of the citizens of Fort Wayne is to be enhanced; and

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WHEREAS, affirmative marketing is defined as a special, supplemental outreach program which involves the dissemination of thorough and equal information about housing opportunities which within the local market is routinely not provided to or not requested by certain prospective homeowners or renters because of their race, color, religion, sex, national origin, or handicap; moreover, while circumventing the reinforcement of those choices which are traditionally pressed upon potential homeowners or renters because of race, color, religion, sex, national origin, or handicap, affirmative marketing does not deny access to requested housing options or information or alternatives, rather it compensates for existing inequalities as pertaining to the dual housing market by emphasizing housing options which are not ordinarily and favorably disclosed to individuals of one or another race, color, religion, sex, national origin, or handicap, thereby enhancing the progress toward parity and the attractiveness of all housing everywhere in the area market and the avoidance of identifiable and isolated residential patterns;

NOW THEREFORE BE IT RESOLVED BY THE COMMON COUNCIL OF THE CITY OF FORT WAYNE, INDIANA:

SECTION 1. That the Common Council of the City of Fort Wayne call upon every person who participates as an owner, real estate broker, sales person, or other person or any agent thereof of any of the foregoing in regard to the sale or lease of real property, and every person who participates or is connected with the financing, appraising, advertising, or insuring of real property to consult with the Fort Wayne Metropolitan Human Relations Commission or its designee for an explanation of the open housing market policy of the City of Fort Wayne and thereafter as may help further the purposes of this resolution.

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SECTION 2. That such real estate involved persons or firms are encouraged to formulate their own affirmative marketing plans, with technical assistance available from the City of Fort Wayne upon request, specifying means for the promotion and maintenance of an open housing market, one wherein persons of all races, color, religion, sex, national origin, and handicap are equally represented in the market for housing and that their numbers are generally reflective of the proportions of such groups within the community.

SECTION 3. That this Resolution shall be in full force and effect from and after its passage, and any and all necessary approval by the Mayor.

Janet M. Beadbury
Councilmember

APPROVED AS TO FORM AND LEGALITY

Bruce V. Boyberger oky Bruce O. Boxberger, City Attorney

Read the fi seconded by by title and ref Plan Commission due legal notice Indiana, on	erred to the for recommend	Committee dation) and Pr ncil Chambers the	ly adopted, ublic Hearin	g to be hel y Building,	and the City d after Fort Wayne, day of
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DIGEST SHEET

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ORDINANCE AN AFFIRMATIVE MARKETING RESOLUTION of the Common Counc
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and Open Housing Efforts
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BACK TO THE COMMON COUNCIL THAT SAID ORDINANCE PASS.
JANET G. BRADBURY, CHAIRMAN Janet & Bradbur
SAMUEL J. TALARICO, VICE CHAIRMAN Janual Jalanco
JAMES S. STIER
PAUL M. BURNS
PAUL M. BURNS
DONALD J. SCHMIDT
2-8-83 CONCURRED IN
BATE CHARLES W. WESTERMAN, CITY CLERK